

REMARKS

Claims 25-28, 30, 33, 37 and 46-50 are pending in the present application. In the present Office Action, all of the pending claims stand rejected under 35 U.S.C. § 103(a) as unpatentable over Miller et al. (2002/0022963) in view of Levine et al. (5,745,681). It is respectfully submitted that, in view of the following remarks, all of the pending claims are allowable.

Independent claim 46 recites a computer implemented method of selecting at least one file representing at least one product in which the file relates to a web page on the World Wide Web. The method comprises the steps of “receiving the web page,” “analyzing the web page to detect a context for the web page” and “selecting at least one file representing at least one product related to the detected context.”

In contrast, Miller discusses a system for registering a bar code or generating a bar code. Miller, ¶ 96. An entity may associate information (e.g., URL, product description, etc.) with the bar code so that when it is scanned, the information is provided to a user. Id. When registering the bar code, the entity forwards a digital representation of the bar code and the information to be associated with the bar code to the system. Id. at ¶¶ 98-100, 107. The entity may further upload portal page components (e.g., graphics, text, audio) to the system so that when the bar code is scanned, the system can generate a portal page that displays the information to the user. Id. at ¶¶ 109-111.

The Examiner states that the system in Miller receives a web page, as recited in claim 1. However, as understood from the description above, the system in Miller may generate the portal page from the portal page components, but the system never receives the portal page or any other web page. The system uses “a random or

fixed algorithm” to build the portal page from the portal page components. Id. at ¶ 110. Thus, it is respectfully submitted that Miller neither discloses nor suggest “receiving the web page,” as recited in claim 46.

Furthermore, the system in Miller never analyzes the web page to detect a context for the web page, as recited in claim 46. There is no disclosure or suggestion that the system performs any analysis on the portal page, much less an analysis for detecting a context of the portal page. Regarding the analyzing element of claim 46, the Examiner cites paragraph 109 of Miller which discusses allowing the entity to select and upload various portal page components and restricting access to the portal page so that only authorized users may transmit the new/updated portal page components. Miller never analyzes the portal page or any of the portal page components, and does not detect a context of the portal page as claimed. Thus, it is respectfully submitted that Miller neither discloses nor suggests “analyzing the web page to detect a context for the web page,” as recited in claim 46.

The Examiner correctly recognizes that Miller neither discloses nor suggests “selecting at least one file representing at least one product related to the detected context,” but states that Levine teaches this element. In Levine, a user at a client station submits a request for a shopping page by entering a URL for a market program in a web browser. Levine, col. 4, ll. 13-21. Upon receipt of the request, a server invokes the market program to build the shopping page and transmits the shopping page to the client station. Id. at col. 4, ll. 35-41. Levine states that the shopping page is built by the market program in response to the request from the client station and that the request only contains the URL for the market program. Thus, the shopping page is not built based on

the detected context of any web page. In fact, neither the server nor the market program ever detects the context of the request or the shopping page. Thus, it is respectfully submitted that Levine neither discloses nor suggests “selecting at least one file representing at least one product related to the detected context,” as recited in claim 46.

Furthermore, it is respectfully submitted that Levine does not cure the other above-described deficiencies of Miller. That is, Levine neither discloses nor suggests “receiving the web page” or “analyzing the web page to detect a context for the web page.” As described above, the market program in Levine builds the shopping page upon receipt of a request from the client station. Thus, the shopping page is never received. Additionally, neither the server nor the market program detects a context of the shopping page.

Therefore, it is respectfully submitted that neither Miller nor Levine, either alone or in combination, discloses or suggests “receiving the web page,” “analyzing the web page to detect a context for the web page” and “selecting at least one file representing at least one product related to the detected context,” as recited in claim 46. Because claims 25-28, 30, 37 and 47-48 depend from, and therefore include all of the elements of claim 46, it is respectfully submitted that these claims are also allowable.

Independent claim 49 recites elements substantially similar to claim 46 including “receiving the requested web page,” “analyzing the requested web page to detect a context for the requested web page” and “selecting at least one file representing at least one product related to the detected context.” Thus, it is respectfully submitted that claim 49 is allowable for at least the reasons stated above with regard to claim 46.

Because claim 33 depends from, and therefore includes all of the elements of claim 49, it is respectfully submitted that this claim is also allowable.

Independent claim 50 recites limitations substantially similar to claim 46 including “receiving the web page,” “analyzing the web page to detect a context for the web page” and “selecting at least one file representing at least one product related to the detected context.” Thus, it is respectfully submitted that claim 50 is allowable for at least the reasons stated above with regard to claim 46.

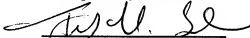
In view of the above remarks, it is respectfully submitted that all of the pending claims are allowable. All issues raised by the Examiner having been addressed, an early and favorable action on the merits is earnestly solicited.

The Commissioner is hereby authorized to charge any additional fees which may be required or credit any overpayment to our Deposit Account No. 50-4026.

Date: January 19, 2007

THIS CORRESPONDENCE IS BEING
SUBMITTED ELECTRONICALLY
THROUGH THE PATENT AND
TRADEMARK OFFICE EFS FILING
SYSTEM ON JANUARY 19, 2007.

Respectfully submitted,



Timothy M. Salmon
Reg. No. 54,420
DREIER LLP
499 Park Avenue
New York, New York 10022
Tel.: (212) 328-6100
Fax: (212) 328-6101
Customer No. 61834